

WXIX

ORDER

Flight Dates 10/15/12-10/23/12

Contract / Revision 835553 /

Original Date / Revision
10/12/12 10/12/12

Advertiser NRSC / Mandel, J / (R) Senat

Agency Strategic Media Services

Buying Contact

1023 31st NW
4th Floor
Washington, DA 20007Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product

MANDELL-NRSC

Agency Com 15%

Billing Contact

3299 K Street NW
Suite 100
Washington, DC 20007

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate #

Alt Order # 06372005

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL820

Priority P 3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	44	\$27,242.50	\$32,050.00	0.00	10/01/12	10/23/12	44	\$27,242.50	\$32,050.00
Totals	44	\$27,242.50	\$32,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/15/12	10/19/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	M-W-F--	:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$400.00		0.00			
E 2	WXIX	10/15/12	10/18/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	MT-T---	:30	3	\$400.00	P 3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-T---		3				\$400.00		0.00			
E 3	WXIX	10/16/12	10/19/12	News @ 9a NEWS @ 9A	Comm	9-930A (9:00 AM-9:30 AM)	-TWTF--	:30	4	\$300.00	P 3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4				\$300.00		0.00			



Contract / Revision **835553** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:00:00

Advertiser **NRSC / Mandel, J / (R) Sena** Product **MANDELL-NRSC**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WXIX	10/21/12	10/21/12	FOX News Sunday Fox News Sunday	Comm	10-11A (10:00 AM-11:00 AM)	-----1	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$150.00		0.00						
E 5	WXIX	10/16/12	10/19/12	Jeopardy 6P JEOPARDY	Comm	6-630P	-T--F--	:30	2	\$500.00	P 3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T--F--	2		\$500.00		0.00						
E 6	WXIX	10/16/12	10/16/12	News At 630P News At 630P	Comm	630-7P	-1-----	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1-----	1		\$150.00		0.00						
E 7	WXIX	10/15/12	10/19/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	M-WTF--	:30	4	\$1,000.00	P 3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-WTF--	4		\$1,000.00		0.00						
E 8	WXIX	10/15/12	10/19/12	Jeopardy 730P JEOPARDY	Comm	730-8P	MTW-F--	:30	4	\$1,200.00	P 3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW-F--	4		\$1,200.00		0.00						
E 9	WXIX	10/15/12	10/19/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	MTWTF--	:30	5	\$1,000.00	P 3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	WXIX	10/18/12-10/18/12		LATE RUN M-SU	VARIOUS		---Th-----	:30	\$1,000.00		0.00	NM			
3	WXIX	10/16/12-10/16/12		LATE RUN M-SU	VARIOUS		-T-----	:30	\$1,000.00		0.00	NM			
4	WXIX	10/19/12-10/19/12		LATE RUN M-SU	VARIOUS		-----F----	:30	\$1,000.00		0.00	NM			
5	WXIX	10/15/12-10/15/12		LATE RUN M-SU	VARIOUS		M-----	:30	\$1,000.00		0.00	NM			
E 10	WXIX	10/16/12	10/19/12	Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	-TWTF--	:30	4	\$1,000.00	P 3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WXIX	10/16/12-10/16/12		LATE RUN M-SU	VARIOUS		-T-----	:30	\$1,000.00		0.00	NM			
2	WXIX	10/18/12-10/18/12		LATE RUN M-SU	VARIOUS		---Th-----	:30	\$1,000.00		0.00	NM			
3	WXIX	10/19/12-10/19/12		LATE RUN M-SU	VARIOUS		-----F----	:30	\$1,000.00		0.00	NM			
E 11	WXIX	10/21/12	10/21/12	Late News Su Late News Sun	Comm	10-1030P (10:00 PM-10:30 PM)	-----1	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$1,000.00		0.00						
E 12	WXIX	10/15/12	10/15/12	NLCS on Fox NLCS	Comm	730P-11P	1-----	:30	1	\$1,500.00	P 3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$1,500.00		0.00						
E 13	WXIX	10/22/12	10/23/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	MT-----	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$400.00		0.00						
E 14	WXIX	10/22/12	10/22/12		Comm	730-8A	1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00



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Advertiser **NRSC / Mandel, J / (R) Sena** Product **MANDELL-NRSC**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News @ 7a											
				News @ 7am		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1-----		1			\$400.00		0.00				
E 15	WXIX	10/23/12	10/23/12	News @ 9a	Comm	9-930A	- 1-----	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
				NEWS @ 9A		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1-----		1			\$300.00		0.00				
E 16	WXIX	10/22/12	10/23/12	Jeopardy 6P	Comm	6-630P	MT-----	:30	2	\$500.00	P 3	0.00	NM	2	\$1,000.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MT-----		2			\$500.00		0.00				
E 17	WXIX	10/23/12	10/23/12	News At 630P	Comm	630-7P	- 1-----	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
				News At 630P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1-----		1			\$150.00		0.00				
E 18	WXIX	10/23/12	10/23/12	Wheel Of Fortune 7P	Comm	7-730P	- 1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
				Wheel Of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1-----		1			\$1,000.00		0.00				
E 19	WXIX	10/22/12	10/22/12	Jeopardy 730P	Comm	730-8P	1-----	:30	1	\$1,200.00	P 3	0.00	NM	1	\$1,200.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1-----		1			\$1,200.00		0.00				
E 20	WXIX	10/22/12	10/22/12	Late News M-F	Comm	10-1030P	1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
				Late News M-F		(10:00 PM-10:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1-----		1			\$1,000.00		0.00				
E 21	WXIX	10/23/12	10/23/12	Late News M-F	Comm	1030-11P	- 1-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
				Late News M-F		(10:30 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 1-----		1			\$1,000.00		0.00				
Totals														44	\$32,050.00